

**WEST**

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Cases

**Search Results -**

Terms	Documents
(L1 or L2) and L3	108

**Database:**

US Patents Full-Text Database  
 US Pre-Grant Publication Full-Text Database  
 JPO Abstracts Database  
 EPO Abstracts Database  
 Derwent World Patents Index

IBM Technical Disclosure Bulletins

**Search:**

L4

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Clear

**Search History****DATE:** Thursday, April 25, 2002 [Printable Copy](#) [Create Case](#)

**Set Name Query**  
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 result set

DB=USPT,PGPB,JPAB,EPAB,DWPI; PLUR=YES; OP=OR

<u>L4</u>	(L1 or L2) and L3	108	<u>L4</u> (1)
<u>L3</u>	(profile or profiling or profile) and (shopper or consumer or customer) and (advertising or ads or advertisement)	2651	<u>L3</u>
<u>L2</u>	(customer or consumer) adj profiling	82	<u>L2</u> (2)
<u>L1</u>	target adj advertising	116	<u>L1</u> (2)

END OF SEARCH HISTORY

(1) considered all  
 (2) scanned titles, abstract, class/sub, inventor, claims

	Type	L #	Hits	Search Text	DBs	Time Stamp
1	BRS	L1	4966	(customer or consumer or shopper) and (ads or advertising or advertisement) and (targeting or target or profile or demographic)	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:01
2	BRS	L2	3521	1 and (info or information or db or database) and (computer or computerized or pc or laptop)	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:08
3	BRS	L3	1070	2 and 705/\$.ccls.	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:29
4	BRS	L4	357	2 and 705/14.ccls.	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:28
5	BRS	L5	164	2 and sorting and analyzing	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:28
6	BRS	L6	56	5 and 705/\$.ccls.	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:29
7	BRS	L7	15	5 and 705/14.ccls.	USPAT; US-PGP UB; JPO; DERWEN T	2002/04/25 14:29

(2)

(1)

(1)

(1) considered all

(2) scanned titles, abs, claims, inventor

## DIALOG INFORMATION SERVICES

Welcome to DIALOG

Logon file001 25apr02 10:06:09

SYSTEM:OS - DIALOG OneSearch

File 9:Business & Industry(R) Jul/1994-2002/Apr 24

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File 610:Business Wire 1999-2002/Apr 25

(c) 2002 Business Wire.

\*File 610: File 610 now contains data from 3/99 forward.

Archive data (1986-2/99) is available in File 810.

File 810:Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire

File 275:Gale Group Computer DB(TM) 1983-2002/Apr 24

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File 634:San Jose Mercury Jun 1985-2002/Apr 24

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File 148:Gale Group Trade & Industry DB 1976-2002/Apr 24

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File 20:Dialog Global Reporter 1997-2002/Apr 25

(c) 2002 The Dialog Corp.

File 77:Conference Papers Index 1973-2002/Mar

(c) 2002 Cambridge Sci Abs

File 35:Dissertation Abs Online 1861-2002/Apr

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File 583:Gale Group Globalbase(TM) 1986-2002/Apr 25

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 (c) 2002 Institution of Electrical Engineers  
 File 233:Internet & Personal Comp. Abs. 1981-2002/Apr  
 (c) 2002 Info. Today Inc.  
 File 474:New York Times Abs 1969-2002/Apr 24  
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 File 475:Wall Street Journal Abs 1973-2002/Apr 24  
 (c) 2002 The New York Times  
 File 99:Wilson Appl. Sci & Tech Abs 1983-2002/Mar  
 (c) 2002 The HW Wilson Co.  
 File 256:SoftBase:Reviews,Companies&Prods. 85-2002/Apr  
 (c)2002 Info.Sources Inc  
 File 348:EUROPEAN PATENTS 1978-2002/APR W02  
 (c) 2002 European Patent Office  
 File 349:PCT FULLTEXT 1983-2002/UB=20020418,UT=20020411  
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 File 347:JAPIO Oct/1976-2001/Dec(Updated 020401)  
 (c) 2002 JPO & JAPIO  
 \*File 347: JAPIO data problems with year 2000 records are now fixed.  
 Alerts have been run. See HELP NEWS 347 for details.  
 File 635:Business Dateline(R) 1985-2002/Apr 24  
 (c) 2002 ProQuest Info&Learning  
 File 387:The Denver Post 1994-2002/Apr 24  
 (c) 2002 Denver Post  
 File 471:New York Times Fulltext-90 Day 2002/Apr 24  
 (c) 2002 The New York Times  
 File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
 (c) 2002 Phoenix Newspapers  
 \*File 492: This file is temporarily not updating.  
 File 494:St LouisPost-Dispatch 1988-2002/Apr 24  
 (c) 2002 St Louis Post-Dispatch  
 File 498:Detroit Free Press 1987-2002/Apr 23  
 (c) 2002 Detroit Free Press Inc.  
 File 630:Los Angeles Times 1993-2002/Apr 25  
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 File 631:Boston Globe 1980-2002/Apr 23  
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 File 632:Chicago Tribune 1985-\_2002/Apr 25  
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 File 633:Phil.Inquirer 1983-2002/Apr 24  
 (c) 2002 Philadelphia Newspapers Inc  
 File 638:Newsday/New York Newsday 1987-2002/Apr 25  
 (c) 2002 Newsday Inc.  
 File 640:San Francisco Chronicle 1988-2002/Apr 25  
 (c) 2002 Chronicle Publ. Co.  
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 (c) 2002 Scripps Howard News  
 File 702:Miami Herald 1983-2002/Apr 22  
 (c) 2002 The Miami Herald Publishing Co.  
 File 703:USA Today 1989-2002/Apr 24

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 File 704:(Portland)The Oregonian 1989-2002/Apr 19  
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 File 713:Atlanta J/Const. 1989-2002/Apr 25  
 (c) 2002 Atlanta Newspapers  
 File 714:(Baltimore) The Sun 1990-2002/Apr 21  
 (c) 2002 Baltimore Sun  
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 File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13  
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 File 710:Times/Sun.Times(London) Jun 1988-2002/Apr 25  
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 File 711:Independent(London) Sep 1988-2002/Apr 24  
 (c) 2002 Newspaper Publ. PLC  
 \*File 711: Use File 757 for full current day's news of the Independent, as  
 as well as full coverage of many additional European news sources.  
 File 756:Daily/Sunday Telegraph 2000-2002/Apr 24  
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 File 757:Mirror Publications/Independent Newspapers 2000-2002/Apr 25  
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 S1 208461 (PROFILE OR PROFILING OR PROFILE) AND (CONSUMER OR CUSTOMER  
 OR SHOPPER) AND (MARKETING OR TARGET OR TARGETING)  
 S2 38631 S1 AND (PD<20000324)  
 S3 1493 S2 AND (MATCH OR MATCHING) AND (ADVERTISEMENT OR ADS OR AD-  
 VERTISING)  
 S4 448 S3 AND (QUESTION OR QUERY OR QUESTIONNAIRE) (1)  
 S5 191 S4 AND (INFORMATION OR INFO) AND ELECTRONIC (1)  
 S6 184 RD (unique items) (1)

(1) considered all  
 (2) scanned brief summaries